

01-11-01

DOCKET NO. ARC9-2000-0048-US1

A

EXPRESS MAIL LABEL NO. EL563155807US



## UTILITY PATENT APPLICATION TRANSMITTAL

**ADDRESS TO:** Assistant Commissioner for Patents  
Box Patent Application  
Washington, D. C. 20231

Sir:

Transmitted herewith for filing is the patent application of:

INVENTORS: Kevin T. CAO, Daniel A. FORD and Reiner KRAFT

JC825 U.S. PTO  
09/09/01  
01/10/01

**TITLE:** *PERSONALIZED PROFILE BASED ADVERTISING SYSTEM AND METHOD  
WITH INTEGRATION OF PHYSICAL LOCATION USING GPS*

### ASSIGNEE INFORMATION PURSUANT TO 37 C.F.R. 1.76

**ASSIGNEE NAME:** INTERNATIONAL BUSINESS MACHINES CORPORATION

**ASSIGNEE RESIDENCE:** ARMONK, NEW YORK

In connection with this application, the following are enclosed:

- Fee Transmittal Form
- 39 Pages of Specification, Claims and Abstract
- 22 Claims
- 7 Sheets of Drawings (FIGS. 1-7)
- Declaration, Power of Attorney
- Assignment recordation sheet w/Assignment to: International Business Machines Corporation
  
- Please direct all correspondence to Customer Number 23334.

Respectfully submitted,

FLEIT, KAIN, GIBBONS, GUTMAN  
& BONGINI P.L.  
One Boca Commerce Center  
551 Northwest 77th Street, Suite 111  
Boca Raton, FL 33487  
(561) 989-9811  
(561) 989-9812 Fax

BY:

Jon A. Gibbons

Reg. No. 37,333

TO/01/01  
**FEES TRANSMITTAL**

Transmitted herewith for filing is the patent application of:

INVENTORS: Kevin T. CAO, Daniel A. FORD and Reiner KRAFT

**TITLE:** *PERSONALIZED PROFILE BASED ADVERTISING SYSTEM AND METHOD  
WITH INTEGRATION OF PHYSICAL LOCATION USING GPS*

The fee has been calculated as shown below. (Small entity fees indicated in parentheses.)

For	Number Filed		Number Extra	Rate Large (Small)	Basic Fee
Total Claims	22		20	\$18 (\$9)	36
Independent Claims	6		3	\$80 (\$40)	240
Multiple Dependent Claims				\$270 (\$135)	0
Assignment Recording Fee				\$40	40
				<b>TOTAL FEE:</b>	<b>\$ 1026</b>

The Commissioner is hereby authorized to charge Deposit Account No. 09-0441 in the amount of \$1,026.00. A duplicate copy of this sheet is enclosed.

The Commissioner is hereby authorized to charge payments of (1) any additional filing fees required under 37 CFR 1.16, and/or (2) any patent application processing fees under 37 CFR 1.17 associated with this application or credit any overpayment to Deposit Account No. 09-0441.

Respectfully submitted,

FLEIT, KAIN, GIBBONS, GUTMAN  
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BY:



Jon A. Gibbons  
Reg. No. 37,333

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Atty Docket: ARC9-2000-0048-US1  
Kevin T. CAO *et al.* : APPLICATIONS BRANCH  
Serial No. (not yet assigned) :  
Filed: HEREWITH :  
FOR: **PERSONALIZED PROFILE BASED ADVERTISING SYSTEM AND METHOD  
WITH INTEGRATION OF PHYSICAL LOCATION USING GPS**

## CERTIFICATE OF EXPRESS MAIL MAILING

"Express Mail" Mailing Label No. **EL563155807US**  
Date of Deposit: **January 10, 2001**

Box Patent Application  
Assistant Commissioner for Patents  
Washington, D.C. 20231

SIR:

I hereby certify that

Application Transmittal  
 Fee Transmittal Form  
 Specification, Claims, Abstract  
 1 set of 7 sheets of drawings  
 Declaration and Power of Attorney  
 Assignment recordation sheet w/Assignment  
 Return postcard

are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and are addressed to:

Box Patent Application  
Assistant Commissioner for Patents  
Washington, D.C. 20231

1/10/01  
Date of Deposit

Kathleen Smith  
Name of person mailing papers  
Kathleen Smith  
Signature